

Name \_\_\_\_\_ Period \_\_\_\_\_ Due Date \_\_\_\_\_

300 POINTS

Book Trailer Rubric. This project will test your creative ability to share your excitement for a favorite IR book from the 2010-2011 school year. Remember: the **purpose** of the book trailer is to entice others to read the book, therefore, you should NOT spoil the story for them! (think: movie trailer)

Basic Requirements:

1. Between 1- 2 minutes
2. Storyboard/ script approved before starting movie
3. Images, Audio (narration/ music/ sounds)
4. Respect all rules of copyright (ie- cite and use less than 30 seconds of any sound/ music)

Grading

**1. Planning (50 points)**

Easy to read, all elements so clear another person could make the trailer. Complete with sketches, transitions, notes, sounds, etc.

10 9 8 7 6 5 4 3 2 1 0 \_\_\_\_\_

Mrs. Dahl Signature

**2. Content (50 points)**

Conveys mood, theme, & setting of book.  
Provides information without ruining ending

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**3. Hook**

Hooks used throughout to build interest

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**4. Economy**

Story told with exactly right amount of detail throughout. Not too short, not too long.

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**5. Images**

Purposeful and assist in overall theme. Compliment soundtrack. Include book cover graphic.

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**6. Audio**

Clear and effective. Creates theme, mood, setting. Creates an emotional response to match book storyline.

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**7. Point of View- Persuasive (50 Points)**

Establishes point of view early and maintains.  
Audience wants to run out and read book.

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**8. Copyright (50 Points)**

No copyright violation with images, sound, words or ideas.

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**9. Pacing**

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Trailer fits 1-2 minute time limit.

Segments are long enough to make point.

Structure and pacing matches book and builds the mood.

Effective transitions.

**10. Completion (50 Points)**

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Bring two electronic copies.

Able to adapt to multiple format/ playing options,

ie- no “tech” playing glitches- you practiced all scenarios in advance.

Total Points Earned \_\_\_\_\_ out of 300 points.

Student Comments (thoughts to share with teacher):

Teacher Comments: